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Farm Broadcasters Letter

United States Department of Agriculture Office of Public Affairs Radio-TV Division Washington, D.C. 20250 (202) 720-4330

Letter No. 2590

December 24, 1992

USDA ORANGE HYBRID APPROVED -- Scientists with USDA's Agricultural Research Service have been working for twenty-six years developing Ambersweet, a hybrid orange. The Food and Drug Administration has approved the new orange hybrid to be used without restriction in processed juice products. Juice from the new orange exceeds USDA's color standards for Grade A juice and it can also be mixed with juice from other orange varieties that by themselves do not qualify in terms of color. Ambersweet has been developed to attain cold hardiness, early season fruit maturity, high quality and juice color. Since Ambersweet was turned over to Florida growers in 1989, over 200 nurseries have been marketing Ambersweet trees and over 20,000 acres of the trees have been planted in Florida. Ambersweet is one-half orange, three-eighths tangerine and one-eighth grapefruit. **Contact: Doris Stanley (301) 504-8767.**

USDA OFFERS TROPICAL RAIN FOREST ASSISTANCE -- An international cooperative agreement between USDA and Venezuela has been signed to help the Venezuelan Ministry of Agriculture and Livestock reclaim tropical rain forests. USDA's Forest Service Chief F. Dale Robertson said, "This international agreement recognizes the importance of preserving the integrity of tropical rain forests on a hemispheric and global scale." The five-year agreement calls for the reclamation of areas disturbed by small mining operations, and a reduction in sedimentation and mercury contamination in streams and rivers. The Forest Service will provide a long-term advisor and several working groups will visit the region periodically. They will assist in education and training of Venezuelan resource specialists. "This project will serve as a model for developing sound rain forest ecosystem management in other Latin American countries," Robertson said. **Contact: Pamela Finney (202) 205-1584.**

WATER QUALITY PRACTICES -- U.S. farmers put water quality practices into effect on 550,000 acres of the nation's cropland in fiscal 1991 under water quality projects initiated by USDA. "These projects reduce soil erosion and sedimentation, improve the handling of animal waste and reduce the application of nutrients," said William Richards, chief of USDA's Soil Conservation Service. SCS, along with two other USDA agencies, the Extension Service and the Agricultural Stabilization and Conservation Service, provides leadership for the projects, which include educational, technical and financial assistance to producers to improve water quality. The five year projects began in 1990 and are part of USDA's Water Quality Initiative. **Contact: Diana Morse (202) 720-4772.**

EXPORT OUTLOOK -- U.S. agricultural exports are expected to fall in fiscal 1993 largely due to lower prices for corn and soybeans, and reduced cotton exports. Little change is expected in export volume in fiscal 1993, but increased world production of grains and oilseeds is expected to result in lower prices. In total, export value for grain and oilseed products are expected to fall by \$1.3 billion. **Contact: Michael Dwyer (202) 720-1295.**

PLANT VARIETY PROTECTION FEE INCREASES -- USDA will increase the fee for issuing a plant variety protection certificate from \$2,400 to \$2,600 to cover the costs of administering the program. Costs include processing the application, searching for information which might challenge the uniqueness of the variety and processing the certificate. The plant variety protection program provides patent-like security to developers of new and distinctive seed-reproduced plants ranging from food crops to ornamentals. **Contact: Becky Unkenholz (202) 720-8998.**

STATES ELIMINATE DEADLY DISEASE -- USDA's Animal and Plant Health Inspection Service has organized a program to eliminate the highly contagious disease pseudorabies. Pseudorabies is a viral disease most prevalent in swine, often causing newborn piglets to die and older pigs to be carriers for life. Pseudorabies can also cause quick death for animals such as cattle, sheep, dogs and cats. So far, Utah and Maine are the only two states to be successful in eliminating pseudorabies from their swine herds. They followed a five-stage process that involves preparation, control, mandatory clean-up of all pseudorabies-infected herds, surveillance to make sure no infection remains, and final official recognition of freedom from pseudorabies. Many states involved in the program are nearing complete elimination. **Contact: Kendra Pratt (301) 436-4898.**

LARGE TOBACCO CROP -- The U.S. tobacco crop is larger this year than last, and total supplies are larger in 1992/93 because beginning stocks are also up. Despite increased supports, flue-cured and burley prices are only slightly higher because of larger supplies and weaker demand. Total U.S. tobacco production this year is forecast at 1.6 billion pounds, larger than 1991 and the highest since 1984. **Contact: Verner Grise (202) 219-0890.**

WHEAT PLANTINGS LIKELY UP -- Wheat plantings are likely to increase because of lower idled acres under government programs and stronger prices for winter wheat at planting time. The Northern Hemisphere's winter wheat crops have been planted, with favorable planting conditions. Grain area in 1993 is expected to decline in Eastern Europe in response to the ongoing economic transformation. Similar economic dilemmas and sowing problems because of late harvest and input shortages have led to reduced winter grain area in the former Soviet Union. **Contact: Edward Allen (202) 219-0840.**

RADIO POSTCARD -- A postcard will be included with USDA radio's weekly cassette of January 5, 1993. We ask that broadcasters receiving the cassette service look for the postage-paid postcard included in the weekly cassette envelope, fill it out and return it to us. Your prompt response will help us update our mailing list of broadcasters who want to continue receiving the weekly cassette service. Broadcasters not responding to the postcard will no longer receive the cassette service.

<p><i>Editor: Carol Childers</i> <i>R-TV Fax: (202) 690-2165</i> <i>Ag NewsFAX (202) 690-3944</i></p>

FROM OUR RADIO SERVICE

AGRICULTURE USA #1855 -- Brenda Curtis talks with outgoing Agriculture Secretary Edward Madigan about his two years at USDA and about the future of agriculture and world trade. (Weekly reel -- 13-1/2 minute documentary.)

CONSUMER TIME #1337 -- Your holiday pictures may already be fading away; preserving your video memories; specialty mushrooms gaining popularity; preserving seeds; and a recycling success story. (Weekly reel of 2-1/2 to 3 minute consumer features.)

AGRITAPE NEWS & FEATURES #1846 -- USDA news highlights; Madigan on GATT; Madigan and the restructuring of USDA; berry exports growing; and dry bean production update. (Weekly reel of news features.)

NEWS FEATURE FIVE #1552 -- More nutritious tomatoes; a Galapagos goldmine; herbicide "side dish"; lethal diet combo; and starches and your blood sugar. (Weekly reel of research feature stories.)

UPCOMING ON USDA RADIO NEWSLINE -- Thursday, December 31, ag prices, world tobacco situation; Monday, January 4, cotton/wool update, horticultural exports; Tuesday, January 5, crop/weather update. **USDA has no major reports scheduled for January 5-11. However, as always, our radio lines will have new stories each weekday.** Tuesday, January 12, U.S. crop production, grain stocks, winter wheat seedings, world ag supply/demand, crop/weather update. These are the **USDA reports we know about in advance.** Our Newsline carries many stories every day which are not listed in this lineup. Please don't let the lack of a story listing keep you from calling.

DIAL THE USDA RADIO NEWSLINE (202) 488-8358 or 8359.

Material changed at 5 p.m., ET, each working day.

FROM OUR TELEVISION NEWS SERVICE

FEATURES -- Will Pemble reports on plumcots and a new garden mulch; Lynn Wyvill reports on improving cooking oils and USDA's master gardener program; DeBoria Janifer reports on carbonated milk and rust-resistant beans; Pat O'Leary reports on truck tire cattle troughs and USDA's neighbor to neighbor program; Dave Luciani of Michigan State University reports on the secret of Michigan wine grapes; and Joe Courson of the University of Georgia reports on trap cropping for insect control.

ACTUALITIES -- No actualities this week and next week, due to the holidays.

UPCOMING FEATURES -- Pat O'Leary reports on USDA's "Soybean Doctor"; Lynn Wyvill reports on improvements in soy ink; and DeBoria Janifer reports on a mechanized sniff tester for grain.

EVERY OTHER WEEK -- Agriculture Update with anchors Eric Parsons and Lori Spiczka. Five minutes of USDA farm program information in news desk format with B-roll.

Available on Satellite Galaxy 6, channel 23, audio 6.2 or 6.8, downlink frequency 4160 MHz.: Thursdays from 7:30 - 7:45 p.m., ET, Saturdays from 10 - 10:30 a.m., ET, and Mondays from 8 - 8:30 a.m., ET.

OFFMIKE

PROPANE...is being heavily used to dry corn, says **Tom Steever** (KSOO, Sioux Falls, SD). Propane supply has kept pace with the demand. He says most producers in his area have been able to get combines into the fields to harvest the remainder of the corn crop. Tom says the station staff is busy making preparations to cover upcoming meetings and farm shows.

FEW CROP DISEASES...were reported this year, says **Teresa Reische** (KMZU, Carrollton, MO), because of the cool, wet weather. But she notes that those conditions also hindered crop development. **Jay Truitt** has been on the road phoning in reports to Teresa. He says two major issues at the recent meeting of the Missouri Farm Bureau were water quality, and whether the Extension Service should be funded by the State legislature or by Land Grant universities.

NEW FARM DIRECTOR...at KLSN, Jefferson, IA is **Kathleen Erickson**. She and her husband, Scott, are looking forward to their first child due next summer. Kathleen and Scott served as USDA radio interns in the mid-80s.

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U.S. Department of Agriculture
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POSSIBLE REFERENDUM...on continued existence of the national dairy board is being covered by **Rod McLean** (WCUB, Manitowoc, WI). Rod conducted an interview with an official of the board who said that the process of approving a referendum would likely take several weeks. Rod says producers who have corn in wet fields will write it off. The remaining crop has developed mold.

HEADS-UP...to a postcard that will be included in our weekly cassette mailing dated January 5, 1993. We ask that you look for the postcard in the cassette envelope of that date, fill it out, and drop it in the mail to us. Your response will help us keep current our cassette mailing list.

HAPPY NEW YEAR! May 1993 be a great year for you.

VIC POWELL
Chief, Radio & TV Division